



HERMOSA BEACH  
CHAMBER OF COMMERCE  
AND VISITORS BUREAU

*Public Comment  
1/12/2016 meeting  
from Kimberlee MacMullan*

**12 January 2016**

**Statistics from Hermosa Beach Chamber of Commerce and Visitors Bureau Member Parking Survey Conducted January 2016**

Please find attached a summary of data obtained from a brief survey to our membership regarding the holiday parking program and pending in-lieu parking fee ordinance changes before Council for consideration. We hope you find the response from businesses to be useful in your discussions.

**In summary:**

- Respondents were pleased in the majority (> 75%) with the holiday parking program and encourage Council to extend the dates in 2016 from Black Friday through Christmas.
- Respondents are generally not in favor of the in-lieu parking fee ordinance as currently written, but in favor of changes to the ordinance regarding the fees with respect to locations desiring expansion that is under certain square footage, without alcohol and reviewed on a case-by-case basis.

**Survey Results**

Holiday parking program is beneficial to my business:  
YES 75%

The dates are effective:  
YES 78% (see additional comments)

The program guidelines are clear/marketing is effective:  
YES 87.5% (see additional comments)

Has your business been impacted by the City's in-lieu parking fee for expansion?  
NO 72.7%  
YES (see additional comments)

Support ordinance to allow parking credit to be used to convert a space to a restaurant only under 5000 sq ft and mostly case-by-case:  
YES 56.7%  
NO 26.7%  
DEPENDS 16.7 (see additional comments)

Support ordinance that waives fee for small expansion, no alcohol and 10PM closing:  
YES 69%  
NO 24%  
DEPENDS 7% (see additional comments)

Do you agree with in-lieu fees for restaurant conversions?  
YES 33.3%  
NO 53%  
DEPENDS 13.3%

## QUESTION 2

It was sooooo late! Offer it starting Thanksgiving weekend to help drive sales to local "small business" that is what that Saturday is supposed to be for but this year us and fellow retailers were so slow! Cut the crap and stop the debate. Help out your local business! We are the way you make your money as a city. Without us who's gonna come park and spend the rest of the year on the meters?

1/8/2016 4:29 PM [View respondent's answers](#)

I used the free parking program to shop, along with a few friends from out of the area who normally would not consider even trying to find parking. It was great

1/8/2016 11:28 AM [View respondent's answers](#)

Yes, but can be more effective if the date where December 1 to December 24 or 25

1/8/2016 8:31 AM [View respondent's answers](#)

It was way to late this year should start right after thanksgiving!

1/7/2016 1:03 PM [View respondent's answers](#)

This is a must to help keep us even remotely competetive with neighboring cities.

1/4/2016 3:23 PM [View respondent's answers](#)

I think that having free parking after Xmas does not make sense if the reason to have them in the first place is to encourage Xmas shopping.

1/4/2016 2:09 PM [View respondent's answers](#)

extend the dates to start from the Friday after Thanksgiving

1/4/2016 11:18 AM [View respondent's answers](#)

The holiday parking should of started on 12/1.

1/4/2016 10:53 AM [View respondent's answers](#)

My clinic has it's own parking lot on PCH & 16th Street

1/2/2016 9:19 PM [View respondent's answers](#)

Should be entire month of December. Not start on a random Wednesday. Also, keep them on for New Year's Day too. Seems very cheap of the town to take them away for that holiday. Got several complaints from guests about that. Guests always mention how Manhattan allows free parking after 8 and that is a big factor in them choosing to go to Manhattan over Hermosa to dine.

1/2/2016 2:58 PM [View respondent's answers](#)

it should start the day after thanksgiving and run through dec 31st

1/2/2016 10:47 AM [View respondent's answers](#)

Free parking should start earlier in the holiday season

1/2/2016 7:11 AM [View respondent's answers](#)

Let's beat Manhattan Beach to the punch and the free media but starting on Black Friday and continue through end of December.

1/1/2016 9:03 PM [View respondent's answers](#)

Parking with time limits should always be free during the week, midday at least 9 months per year.

1/1/2016 1:46 PM [View respondent's answers](#)

But could be extended for Black Friday

12/30/2015 2:23 PM [View respondent's answers](#)

## QUESTION 7

depends how large the place is. i don't know what that costs so can't really answer.

1/8/2016 9:00 AM [View respondent's answers](#)

Fee should be for Restaurant / Bar only

1/4/2016 3:26 PM [View respondent's answers](#)

New businesses help the community as a whole. Why punish them with additional fees.

1/2/2016 3:01 PM [View respondent's answers](#)

HB needs to support business. This forces great businesses to Redondo or Manhattan

1/2/2016 7:17 AM [View respondent's answers](#)

They need to get credit for existing space

1/1/2016 7:59 PM [View respondent's answers](#)

More money doesn't help the lack of parking

1/1/2016 2:27 PM [View respondent's answers](#)

## QUESTION 8

Aggressive enforcement is a problem for visitors but good for city finances.

1/8/2016 1:10 PM [View respondent's answers](#)

Parking is a huge problem for us. Customers are very outspoken about the lack of parking, the fees, the citations etc. we are thinking of closing our business in Hermosa. The city has not been very supportive. The parking fee increased and the strict regulation about putting merchandise outside has impacted is extremely, too. parking

1/8/2016 9:45 AM [View respondent's answers](#)

sure, if there were more spots i'd most likely have more customers. My customers complain when they spend money in my store, then get a \$50 ticket for going 2 minutes over.

1/8/2016 9:00 AM [View respondent's answers](#)

End meters at 8pm. Create valet parking at post office, park the cars at Valley school and pay the schools to use the space.

1/2/2016 3:01 PM [View respondent's answers](#)

We would be able to add a second story to our building if we did not have to dedicate so much area to parking.

1/2/2016 12:25 PM [View respondent's answers](#)

The parking lot kiosks consistently malfunction and do not work. I have video if anyone REALLY does care about these things.

1/2/2016 12:02 PM [View respondent's answers](#)

i only support another lot if it is up pier avenue near the community center. Lot A should be developed into prime restaurant and retail with a view of the ocean from a second floor plaza.

1/2/2016 10:51 AM [View respondent's answers](#)

Need to additionally better educate/communicate visitors where we do have parking — with signage, PR, web, etc. Additionally, a lot of our street parking is lost to residents that choose to park in the street and not in their driveways.

1/1/2016 9:08 PM [View respondent's answers](#)